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CBC ANNOUNCES HALIFAX TO BE ATLANTIC CENTRE  
FOR ALL-NEWS CHANNEL

Ottawa -- Halifax will be a principal operating base in the Atlantic Provinces for the Canadian Broadcasting Corporation's 24-hour English-language news and information channel, it was announced today by Denis Harvey, Vice-President, CBC English Television.

In making the announcement, Mr. Harvey reaffirmed a commitment already made to the CRTC that six hours of each broadcast day on the new service would originate directly from points in Atlantic Canada.

"This is a service designed to show each part of Canada to the whole country," said Mr. Harvey, "and the proven skills of our staff in Atlantic Canada will ensure that what Canadians see from there is of the highest quality."

The CBC announced last week that Calgary would be a principal Western operating base for the new service.

The CBC was awarded the licence for a 24-hour, English-language news and information channel by the CRTC on November 30, 1987. The CBC's application was based on the strength of its coast-to-coast news-gathering organization. Hundreds of hours of regional television news that are now broadcast only in the originating region will be available in all parts of the country. This will encompass more than 70 per cent of the service's programs.



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The service will reflect the various viewpoints, interests and needs expressed across the country, and the inclusion of material from other broadcasters could contribute to this objective.

The new service will be completely funded independently of the CBC's basic service, its revenues generated entirely from advertising and a modest subscriber fee. In its first year of operation, operating expenses are estimated to be \$19.2 million, with revenues of \$4.4 million from advertising and \$14.8 million from fees. (Subscriber fees were a condition of licence for both the CBC and the only other applicant.)

The CBC channel will create new jobs across the country, 187 in the first year of operation and another 70 to follow.

Further announcements on major originating points for the CBC's new service will follow over the next several weeks.

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The service will reflect the various strengths, interests and needs  
of the community, and the inclusion of members of the public in other  
initiatives will contribute to this objective.

The new service will be completely funded independently of the BBC's  
main service, the revenue generated entirely from advertising and a  
small subscription fee. In the first year of operation, advertising  
revenue will be £10 million, with a further £5 million from the  
subscription fee. (Subscriptions will be £10 million from the BBC and the only other  
source of income will be the BBC and the only other  
source.)

The channel will create new jobs across the country. In the  
first year of operation and another 50 in the following.

Further announcements on other originating points for the BBC's new  
service will follow over the next several weeks.

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